

The Oldest Music House in Virginia is the
Musical Centre of Richmond and Virginia.

WALTER D. MOSES & Co.
OLDEST MUSIC HOUSE IN VIRGINIA
103 E. BROAD ST.

Schools and Colleges are invited to write us
about the Pianolas and Pianola Pianos.

Pianos—Organs—Pianolas Distributor Victor Talking Machines

The pianos we sell---the Moses line---embrace an unequalled assortment of makes, styles, sizes and prices. They appeal **FIRST** to those who seek **QUALITY** instruments---for the home, school or concert. At this store only in this vicinity you find the Metrostyle Pianola and Pianola Piano.

Naturally, we are distributors of Victor Talking Machines in Virginia and North Carolina. Never before have we been so well prepared to furnish dealers Victors and Victor Records promptly.



The World's Standard Pianos

The thoroughly tested Pianos are the only ones offered for sale by us. We cannot afford to give a doubtful line of instruments a hearing. Every Piano included in the "Moses Line" comes from a factory long famous for constructing instruments of brilliance, depth, volume and power—in short, the accepted standards of comparison for all other makes, because they stand for the highest excellence of Piano building.

The individual supremacy of tone, touch and case holds in every size—Uprights, Grands and Baby Grands. The line:

**Steinway, Hardman, Kimball, Wheelock,
Standard, Stuyvesant, Haines, Weser, Brewster**

Every one named meets every demand—expresses every shade of musical feeling. You can place no better or more reasonably priced Piano in the home or school, nor find easier terms.



A Great Music Department.

Three-fourths of the music stores cannot supply half the pieces of the day. Often your best efforts to secure an old favorite or new song prove a failure—a waste of time.

We long ago saw this, and set about for a remedy. To-day an expert has charge of this department, and not only always has any piece of note in stock, but furnishes the latest hits by the time the ink is dry.

Music Rolls for the Pianola, Pianola Pianos, Orchestrelle, etc. Lowest prices.

Organs and Other Instruments.

Not only do we lead in the sale of the instruments already mentioned, but we sell the best Organs to be had—among them the **KIMBALL**. Electric Pianos and Orchestrelles, Regina Music Boxes, Mandolins, Guitars and Banjos. No instrument of any kind but finds a place here.

Our Exchange Department.

A growing side of our business since the advent of the Pianola Piano is the department of slightly used Pianos. Here exceptionally rare chances are offered to buy standard makes of Pianos at a mere fraction of their former price.

Besides the Pianos taken in exchange for the Pianola Piano, we have those returned from rent and from concert work. Easy terms.

Prices: Terms: Mail Orders:

We invite price comparisons of the closest kind—all square dealers do—and it has never done us any harm. Our prices are low. Twenty-eight years of constant effort has enabled us to take advantage of practically every means towards this—placing large orders far ahead, cash discounts, system, no leaks, etc.

Easy terms throughout. Monthly payments to suit all. The most careful and prompt attention is given to all mail orders. Write us for literature and terms.

"The Pianola is Perfection."

—Paderewski.

The Metrostyle Pianola and the Pianola Piano are the sensations of the music world. With one of these you can play any piece of music perfectly. A child can master it in an hour—the perforated music roll does the rest. Often but one or two in a family play by hand—the Pianola enables all to play.

The Pianola is the best one made, and has greater sales than all other piano-players combined.

The Pianola Has Been Placed in Scores of the Leading Schools and Colleges of the Country

The Pianola can be attached to any Piano, and the price is \$250 upwards. No false notes, no bad playing when you own either one of these instruments; everything is perfect and nothing to criticize. The Pianola Piano is a Metrostyle Pianola built inside the case of a Piano, and costs \$550 upwards.



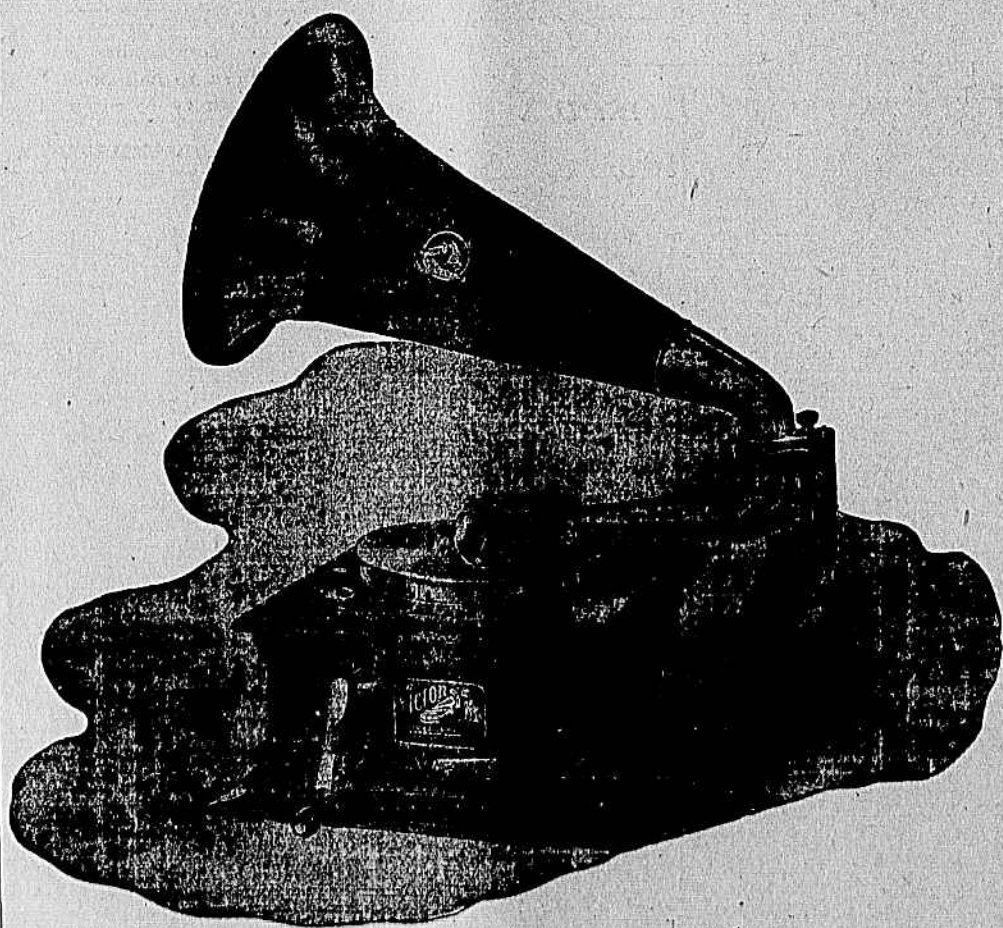
Distributor of the Victor

Being the oldest and largest Music House in Virginia and the South, it is only natural that we have long been, and are, the wholesale distributor of the best and most widely-known Talking Machine made—The Victor.

In the city of Richmond and the States of Virginia and North Carolina we supply Victors and Victor Records to dealers in any quantity, and furnish them promptly on short notice, too.

We Were First With the Victor

Other dealers have tried various makes of Talking Machines, only to cast them off as failures, and have finally ceased to struggle against the current of popular demand, and now follow our lead in pushing the Victor—a tribute to our business judgment!



The Victor in the Home

The Victor is supreme as an entertainer—in quality and variety. It literally reproduces everything, and is but a step less natural than the living human voice—often most as interesting.

The price of the Victor, \$17.00 upwards, combined with the easy-payment plan, makes it a matter of choice with YOU whether or not you own one.

If you can't come in and enjoy the daily concert, then write us at once for Victor-News.

Thousands of Victor Records

The Victor Records are kept always in stock—every size and kind. The standard and latest records can be had on a moment's notice. The Victor Company is constantly turning out New Records, which are immediately received by us and offered to the public. Prices, 35c up.

Do You Know the Moses Line of Pianos?
Write us for Information and Catalogue

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